

2
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CURTIS MAGAZINES WILL BE SPUN OFF

BOSTON, Oct. 15 (UPI)—The Curtis Publishing Company will spin off the Saturday Evening Post and its three other magazines to a new corporation, in which Curtis will have only a minority interest, Martin S. Ackerman, president, told the Boston Advertising Club today.

He said Curtis would keep at least a \$5-million interest in the new magazine company, to be called the Saturday Evening Post Company, but that a minimum of \$10-million in new capital from outside sources would be invested in the concern, which also would take over Holiday, Status and Jack & Jill. Curtiss has sold the Ladies Home Journal and American Home to Downe Communications, Inc. ✓

Mr. Ackerman told the Boston group the new plan would assure the future of the Post, which he predicted would soon become profitable again. The Post has been principally responsible for Curtis's cumulative losses of about \$62-million. ✓